

# Profile of Imperial County

Southern California Association of Governments' (SCAG) Regional Council includes 67 districts which represent 190 cities in the SCAG region.



This project was funded by the Southern California Association of Governments and shared with Imperial County. SCAG provides local governments with services including planning data and information; technical assistance such as GIS training; and planning assistance such as growth visioning and analyses of infill developments and their fiscal impacts.



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**May 2011**

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<b>Hon. Dennis Zine, Los Angeles</b>	<b>District 50</b>
<b>Hon. Tom LaBonge, Los Angeles</b>	<b>District 51</b>
<b>Hon. Paul Koretz, Los Angeles</b>	<b>District 52</b>
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<b>Hon. Matthew Harper, Huntington Beach</b>	<b>District 64</b>
<b>Hon. Ginger Coleman, Apple Valley</b>	<b>District 65</b>
<b>Hon. Lupe Ramos-Watson, Indio</b>	<b>District 66</b>
<b>Hon. Marsha McLean, Santa Clarita</b>	<b>District 67</b>
<b>Hon. Mark Calac, Pechanga Band of Luiseno Indians</b>	<b>Tribal Government</b>
<b>Hon. Lisa Bartlett, Dana Point</b>	<b>TCA</b>
<b>Mr. Randall Lewis (Ex-Officio)</b>	<b>Lewis Operating Group</b>
<b>Hon. Antonio Villaraigosa, Los Angeles</b>	<b>At-Large</b>

# Table of Contents

**I. INTRODUCTION ..... 1**

**II. POPULATION ..... 3**

**III. HOUSEHOLDS..... 8**

**IV. HOUSING ..... 10**

**V. TRANSPORTATION ..... 12**

**VI. EMPLOYMENT..... 13**

**VII. RETAIL SALES..... 18**

**VIII. PUBLIC EDUCATION..... 19**

**IX. BORDER CROSSING DATA ..... 21**

**X. REGIONAL HIGHLIGHTS ..... 22**

**XI. DATA SOURCES ..... 23**

**XII. METHODOLOGY..... 24**

**XIII. ACKNOWLEDGMENTS ..... 27**

## **I. Introduction**

The purpose of this report is to provide Imperial County with timely information to support its planning and outreach. Information on, for example, population, home prices, employment, and retail sales, has been obtained from a number of sources. The profile focuses on the changes in the county since 2000 in comparison with that of SCAG Region. In addition, the most current data available for the region is also included in the Statistical Summary (see next page). The profile information is presented to demonstrate current trends for consideration when planning for Imperial County.

The Southern California Association of Governments (SCAG) is the largest Metropolitan Planning Organization (MPO) in the nation. The SCAG region includes six counties (Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura) and 190 cities. As the designated MPO, SCAG is mandated by federal and state law to research and develop a Regional Transportation Plan incorporating a Sustainable Communities Strategy. SCAG is currently undertaking a variety of planning and policy initiatives to foster a more sustainable Southern California now and in the future.

In 2008, SCAG initiated the Local Profiles Project as part of the variety of services provided to its member cities and counties. Through an extensive input process from the member jurisdictions, the inaugural Local Profiles Reports were released at the General Assembly in May 2009. It should be noted that this profile report is provided as part of the SCAG member benefits. Accordingly, the use of this data is voluntary.

Building on the foundation of the inaugural reports, the 2011 update includes several additional features. First, a new section on Transportation has been added. Second, SCAG staff also developed new profile reports for the counties, in addition to profiles for only the unincorporated areas. Finally, due to the large number of reports (190+) that need to be prepared, an important part of the update is to develop an automated process using the latest software technology to increase efficiency. Due to the continuing releases of the new Census data, SCAG will make its best effort to provide timely updates to its members through its website at [www.scag.ca.gov/resources/profiles.htm](http://www.scag.ca.gov/resources/profiles.htm) prior to the scheduled biennial update in 2013.

This profile report has three sections. The first section presents a Statistical Summary table for Imperial County. The second section provides detailed information organized by subject areas such as population, housing, transportation, and employment. It also includes very brief highlights on the impacts of the recent recession at the regional level which are reflected in almost all Local Profiles. Lastly, the Methodology section describes technical considerations related to data definitions, measurement, and data sources.

## STATISTICAL SUMMARY

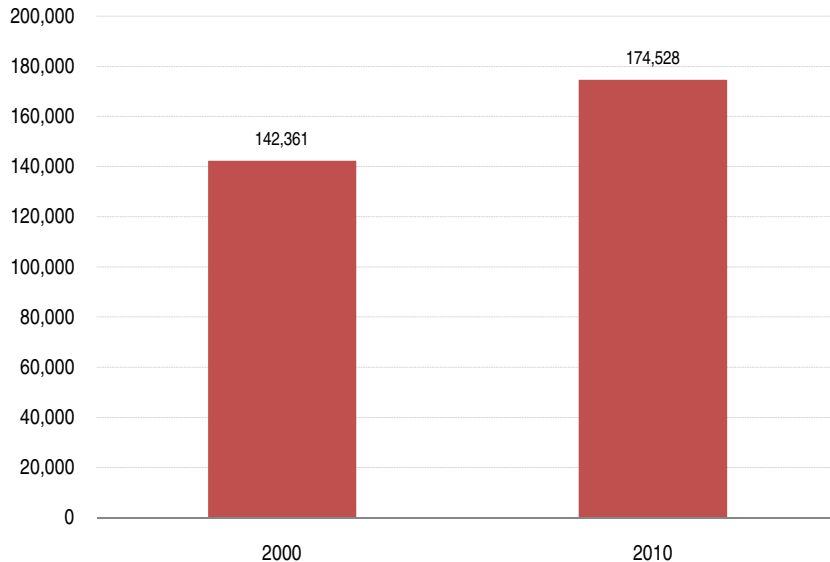
<i>Category</i>	<i>Imperial County</i>	<i>SCAG Region</i>	<i>Imperial County relative to SCAG Region*</i>
<b>2010 Population</b>	174,528	18,051,534	[0.97%]
<b>2010 Median Age (Years)</b>	30.6	33.8	-3.2
<b>2010 Hispanic</b>	80.4%	45.3%	35.1%
<b>2010 Non-Hispanic White</b>	13.7%	33.4%	-19.7%
<b>2010 Non-Hispanic Asian</b>	1.3%	12%	-10.7%
<b>2010 Non-Hispanic Black</b>	2.9%	6.5%	-3.6%
<b>2010 Non-Hispanic American Indian</b>	0.9%	0.3%	0.6%
<b>2010 Non-Hispanic All Other</b>	0.8%	2.6%	-1.8%
<b>2010 Number of Households</b>	49,126	5,847,909	[0.84%]
<b>2010 Number of Housing Units</b>	56,067	6,332,089	[0.89%]
<b>2010 Homeownership Rate</b>	54.5%	55.5%	-1%
<b>2010 Average Household Size</b>	3.4	3.1	0.3
<b>2010 Median Household Income (\$)</b>	37,458	59,155	-21,697
<b>2010 Residential Units with Permits Issued</b>	100	17,632	[0.59%]
<b>2010 Units with Permits Issued per 1,000 Residents</b>	0.57	0.94	-0.4
<b>2010 Median Existing Home Sales Price (\$)</b>	125,000	291,000	-166,000
<b>2009 - 2010 Median Home Sales Price Change</b>	0%	5.4%	-5.4%
<b>2010 Drove Alone to Work</b>	0%	77.6%	0%
<b>2010 Mean Travel Time to Work (minutes)</b>	21	31.9	-10.9
<b>2010 Number of Jobs</b>	58,687	7,224,670	[0.81%]
<b>2009 - 2010 Total Jobs Change</b>	19	-97,962	[-0.019%]
<b>2009 Average Salary per Job (\$)</b>	36,779	48,249	-11,470
<b>2009 Retail Sales (\$ thousands)</b>	1,216,423	150,424,389	[0.81%]
<b>2009 Retail Sales per Person (\$ thousands)</b>	6.8	8.1	-1.3
<b>2008 K-12 Public School Student Enrollment</b>	36,137	3,161,356	[0.011%]

Sources: U.S. Census Bureau; Nielsen Co.; California Department of Finance; MDA DataQuick; and SCAG

\* Numbers with [ ] represent Imperial County's share of SCAG Region. The other numbers represent the difference between Imperial County and SCAG Region.

## II. Population (Imperial County)\* *Population Growth*

### Population: 2000, 2010



Sources: 2000 and 2010 Census

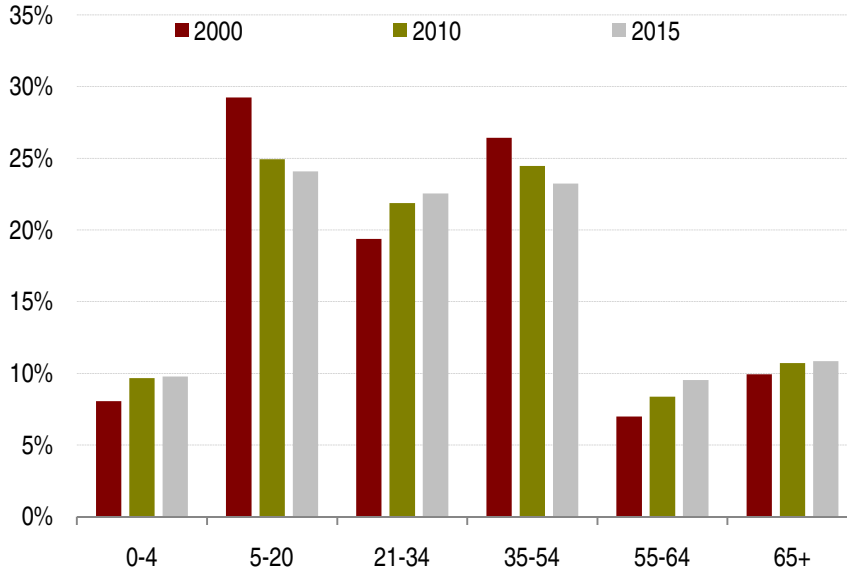
Note: Due to discrepancies in 2010 population estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

\* The following charts in this report contain data for Imperial County unless otherwise noted.

- Between 2000 and 2010, the total population of Imperial County increased by 32,167 reaching 174,528 in 2010.
- During this 10-year period, the county's population growth rate of 22.6 percent was higher than the SCAG Region rate of 9.3 percent.

## Population by Age

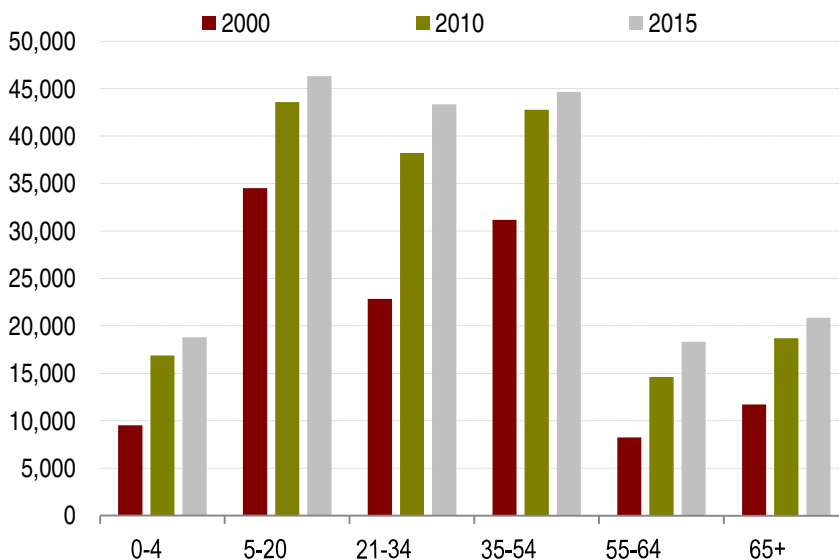
### Population Share by Age: 2000, 2010, 2015



Sources: 2000 Census; Nielsen Co., 2010 (2010 estimate, 2015 projection)

- Between 2000 and 2015, the age group 21-34 is projected to experience the most growth in share, growing from 19.4 to 22.5 percent.
- The age group expected to experience the greatest decline, by share, is projected to be age group 5-20, decreasing from 29.2 to 24.1 percent.

### Population by Age: 2000, 2010, 2015



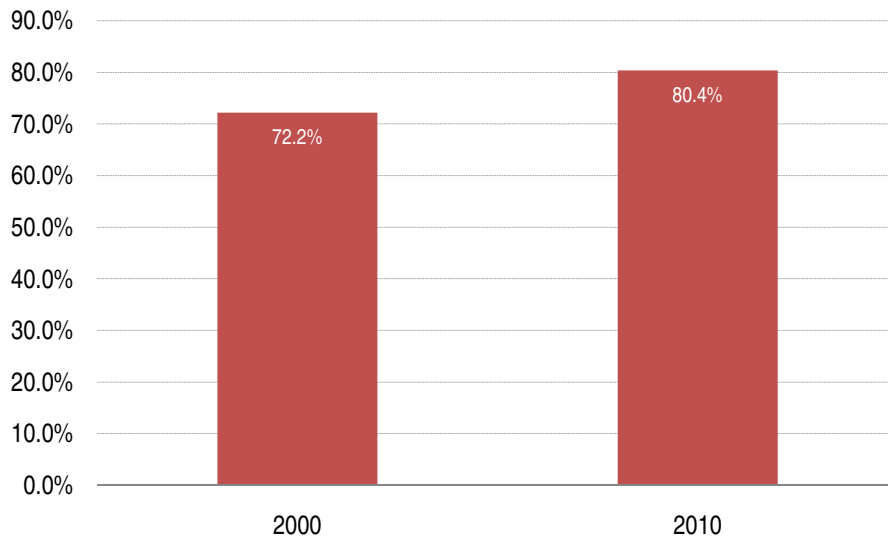
Sources: 2000 Census; Nielsen Co., 2010 (2010 estimate, 2015 projection)

- Age group 21-34 is expected to add the most population, with an increase of 20,488 between 2000 and 2015.



## ***Population by Race/Ethnicity***

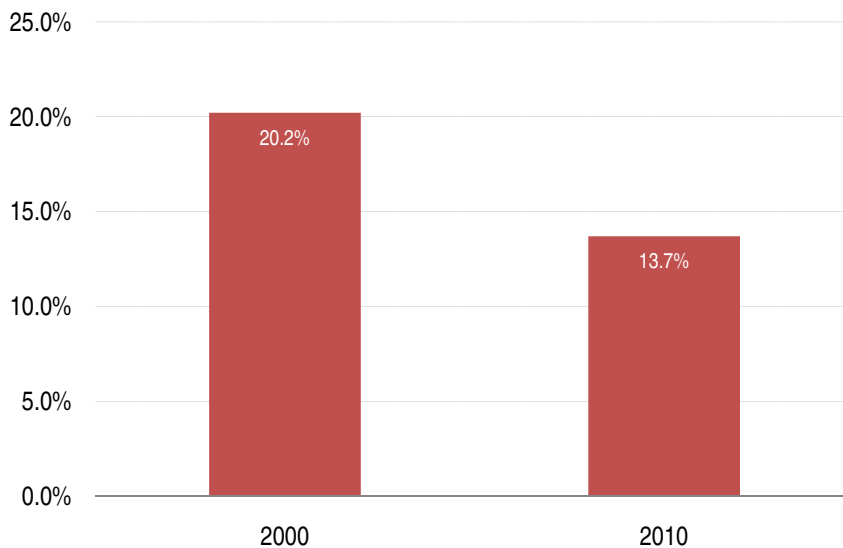
### **Hispanic or Latino of Any Race: 2000, 2010**



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Hispanic population in the county increased from 72.2 percent to 80.4 percent.

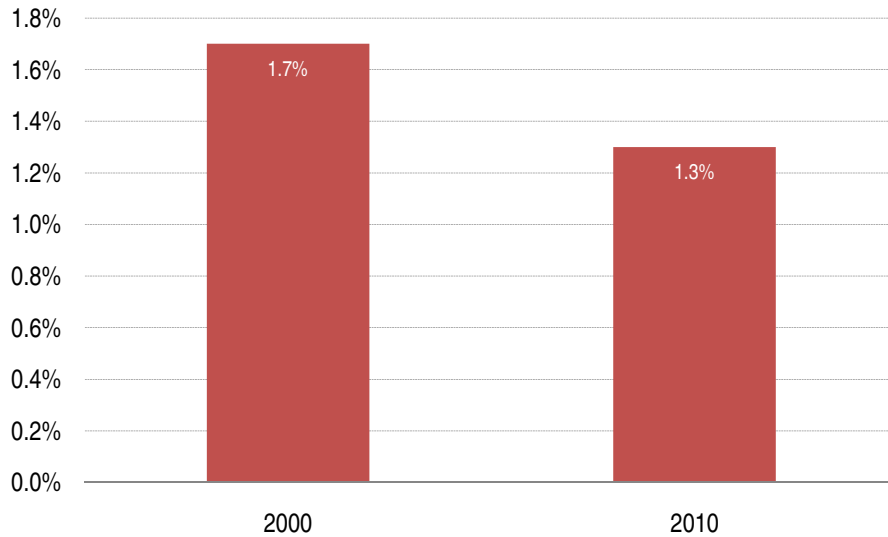
### **Non-Hispanic White: 2000, 2010**



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic White population in the county decreased from 20.2 percent to 13.7 percent.

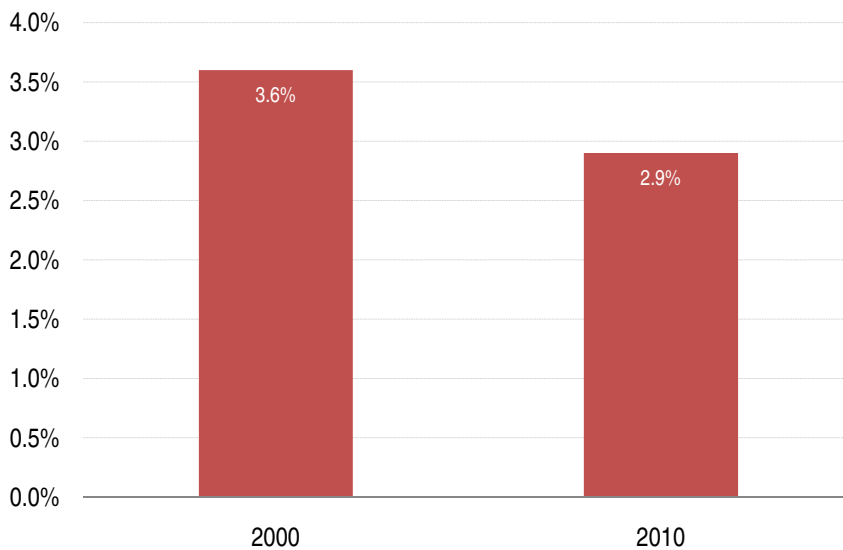
### Non-Hispanic Asian: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic Asian population in the county decreased from 1.7 percent to 1.3 percent.

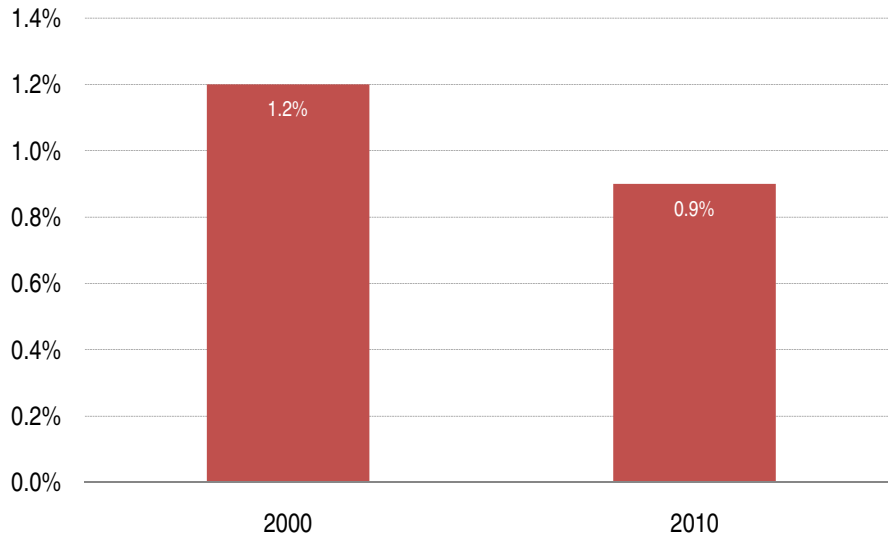
### Non-Hispanic Black: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic Black population in the county decreased from 3.6 percent to 2.9 percent.

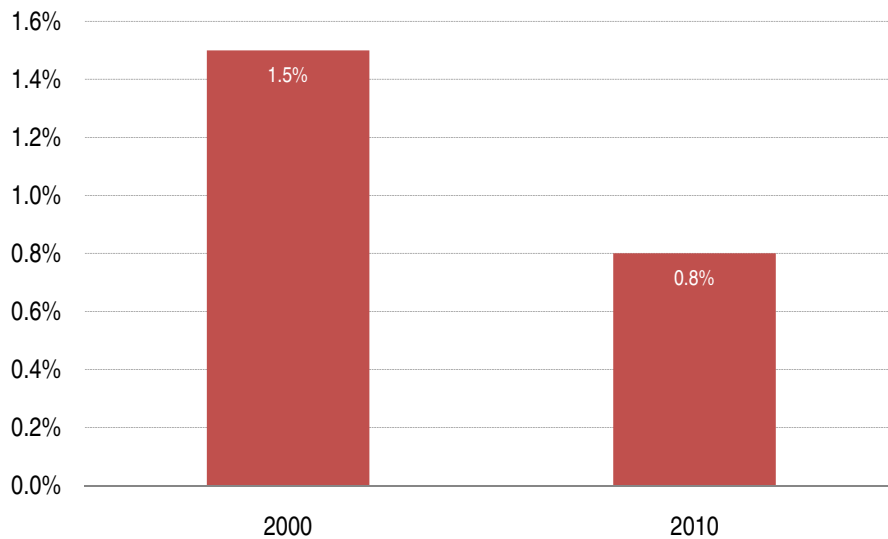
### Non-Hispanic American Indian: 2000, 2010



Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic American Indian population in the county decreased from 1.2 percent to 0.9 percent.

### Non-Hispanic All Other: 2000, 2010



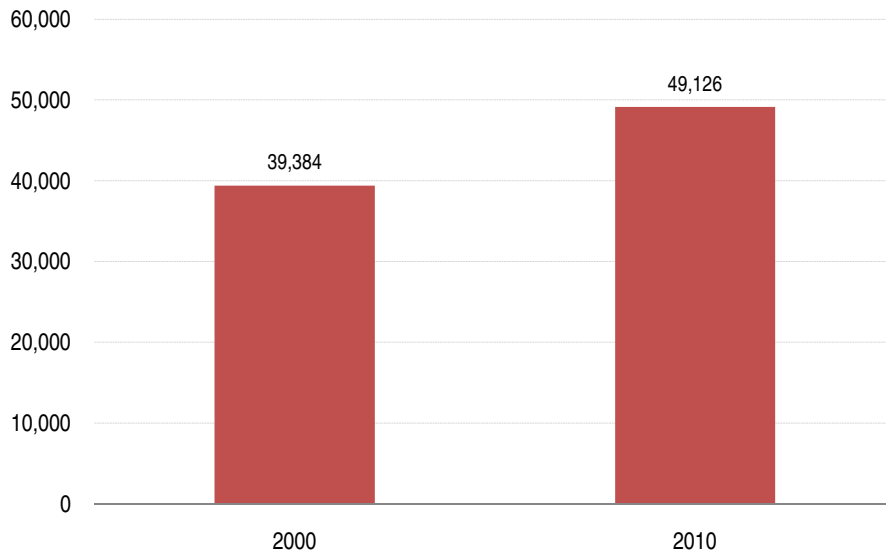
Sources: 2000 and 2010 Census

- Between 2000 and 2010, the share of Non-Hispanic All Other population group in the county decreased from 1.5 percent to 0.8 percent.
- Please refer to the Methodology section for a definition of the races included in this category.

### III. Households

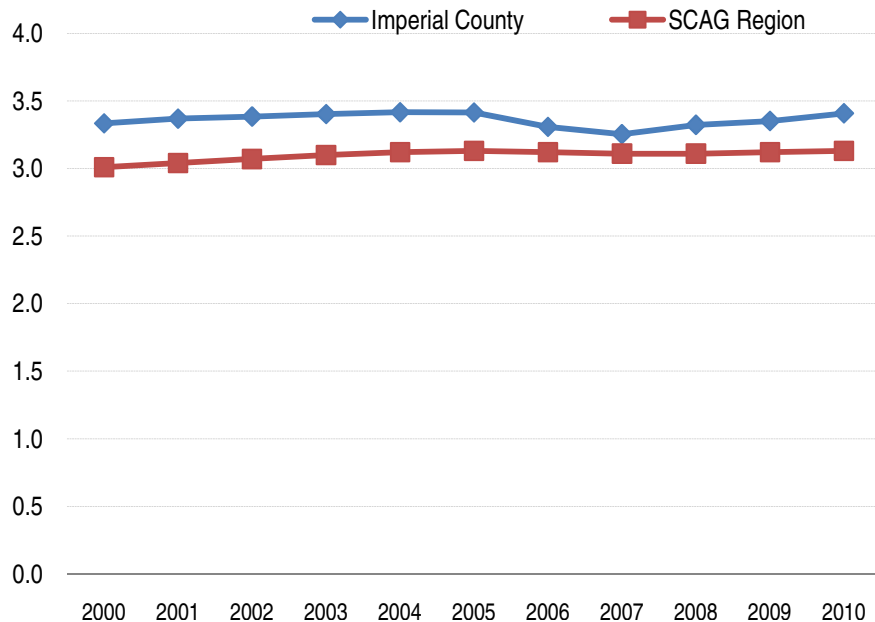
#### *Number of Households*

Number of Households: 2000, 2010



Sources: 2000 and 2010 Census

#### Average Household Size: 2000 - 2010

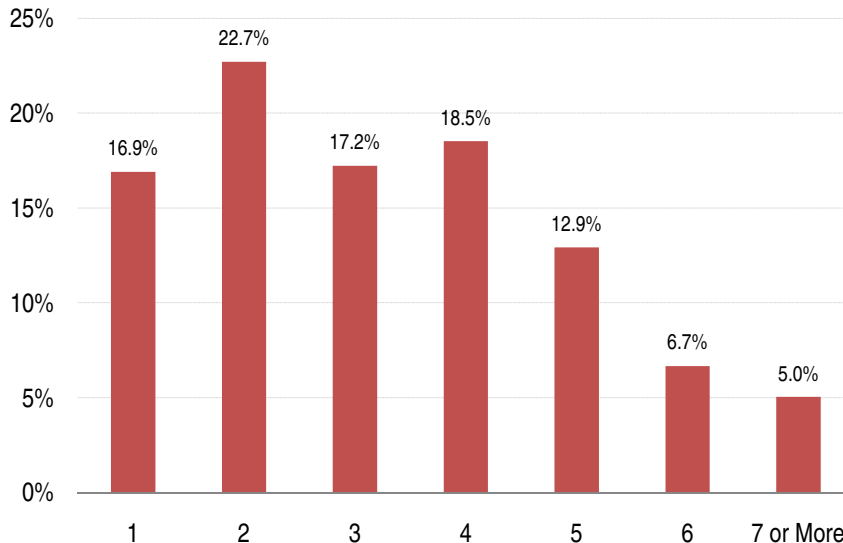


Source: California Department of Finance, E-5, May 2010

- Between 2000 and 2010, the total number of households in Imperial County increased by 9,742 or 24.7 percent.
- During this 10-year period, the county's household growth rate of 24.7 percent was higher than the overall SCAG region growth rate of 8.5 percent.
- Note: 2000 and 2010 data are based on actual Census counts. For 2001 to 2009 data, SCAG plans to incorporate DOF's revised estimates scheduled for fall 2011.
- In 2010, the county's average household size was 3.4, higher than the overall SCAG region average of 3.1.
- Between 2000 and 2010, average household size increased by 2 percent in the county.

## ***Households by Size***

### **Households by Household Size: 2010**

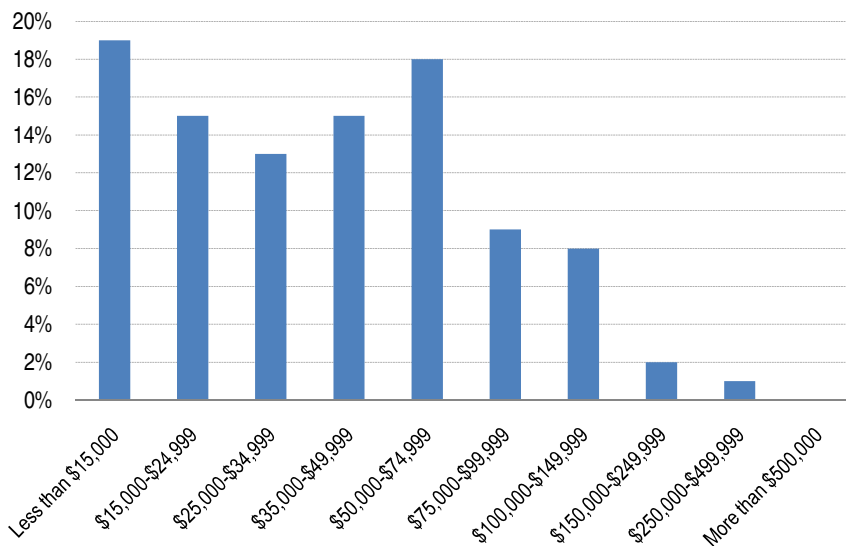


Source: Nielsen Co., 2010

- In 2010, 56.8 percent of all county households had 3 people or fewer.
- About 16.9 percent of the households were single-person households.
- Approximately 24.6 percent of all households in the county had at least 5 people.

## ***Households by Income***

### **Households by Household Income: 2010**



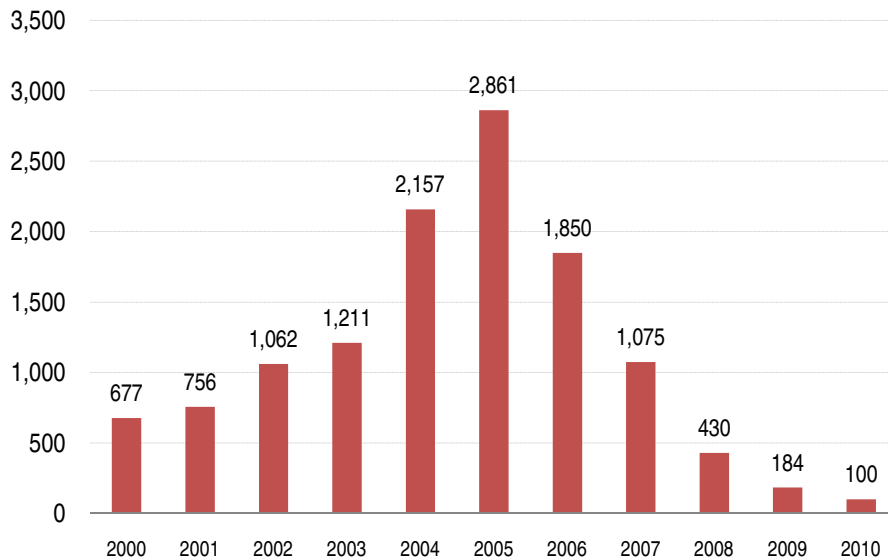
Source: Nielsen Co., 2010

- In 2010, 62 percent of households earned less than \$50,000.
- Approximately 27 percent of the households earned between \$50,000 and \$99,999.

## IV. Housing

### *Housing Production*

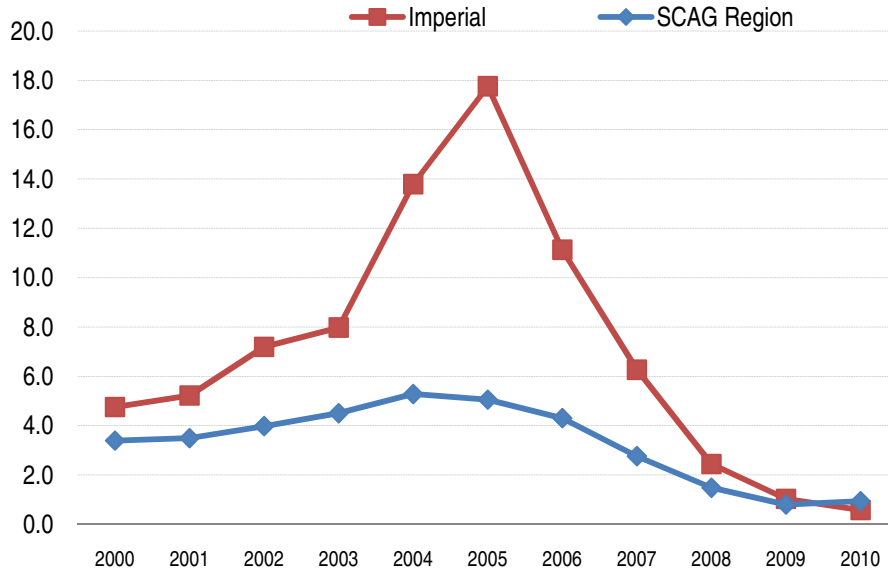
#### Residential Units with Permits Issued: 2000 - 2010



Source: Construction Industry Research Board, 2000-2010

- Between 2000 and 2010, permits were issued for 12,363 new residential units. About 5.8 percent of these were issued in the last 3 years.

#### Units with Permits Issued per 1,000 Residents: 2000 - 2010



Sources: Construction Industry Research Board, 2000-2010; SCAG

- In 2000, Imperial County had 4.8 permits per 1,000 residents compared to the overall SCAG region figure of 3.4 permits per 1,000 residents.
- For the county in 2010, this figure decreased to 0.6 permit per 1,000 residents and for the SCAG region overall decreased to 0.9 permit per 1,000 residents.

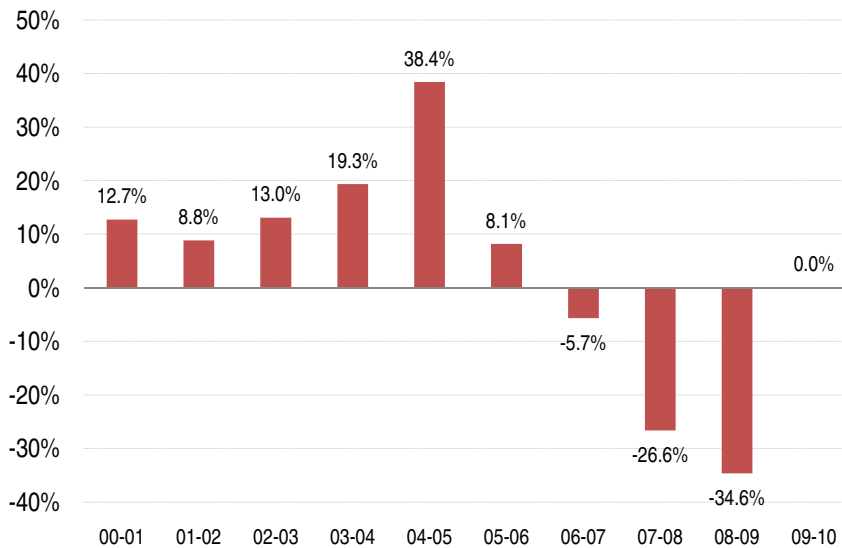
## Home Sales Prices

### Median Home Sales Price: 2000 - 2010 (in \$ thousands)



Source: MDA DataQuick, 2010

### Annual Median Home Sales Price Change: 2000 - 2010



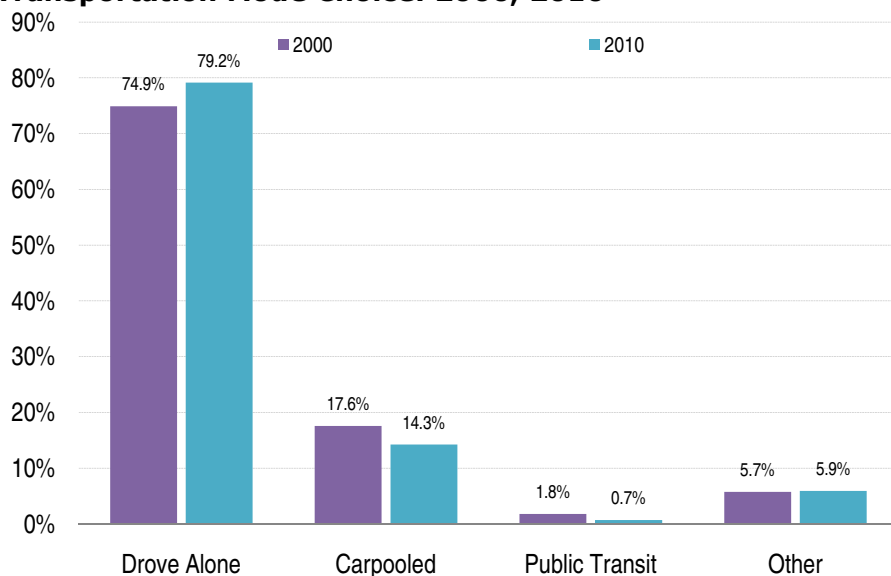
Source: MDA DataQuick, 2010

- Between 2000 and 2006, median home sales price increased 148 percent going from \$111,647 to \$276,403.
- Median home sales price decreased by 54.8 percent between 2006 and 2010.
- In 2010, the median home sales price in the county was \$125,000, \$166,000 lower than that in the SCAG region overall.
- Note: Median home sales price reflects resales of existing homes and simply provide guidance on the market values of homes sold in the county.
- Between 2000 and 2006, annual home sales price change was between 8.1 and 38.4 percent.
- Between 2006 and 2010, the change in annual home sales prices was between -34.6 and -5.7 percent.

## V. Transportation

### *Journey to Work for Residents*

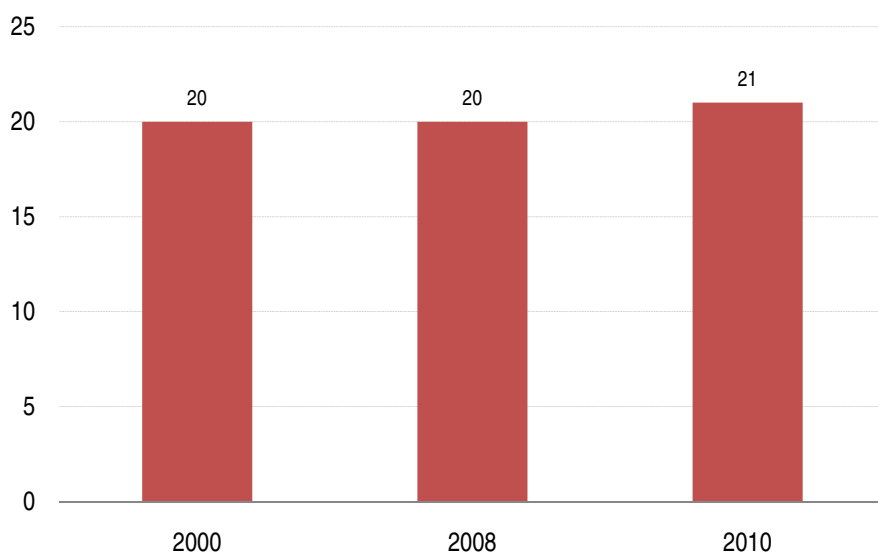
#### Transportation Mode Choice: 2000, 2010



Sources: 2000 Census; Nielsen Co., 2010

- Between 2000 and 2010, the greatest change occurred in the percentage of individuals who traveled to work by driving, whose share increased by 4.2 percentage points.

#### Average Travel Time: 2000, 2008, 2010 (minutes)



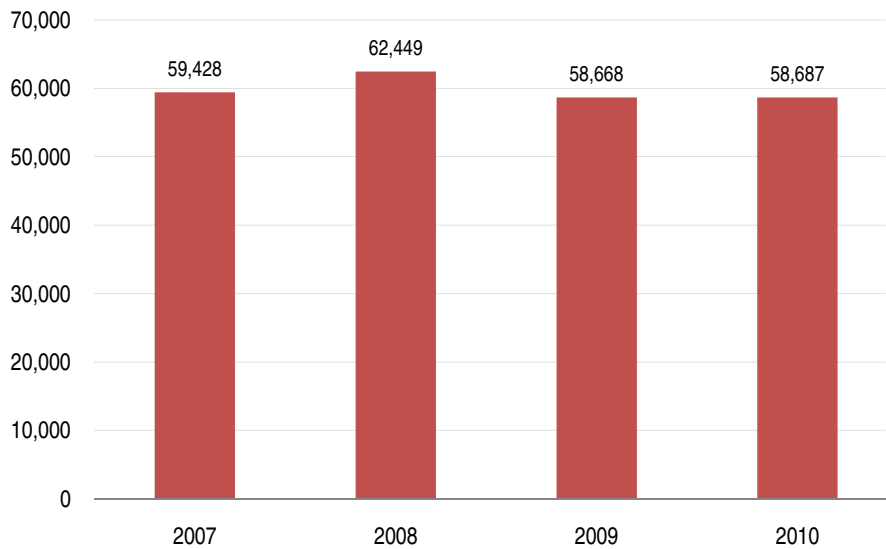
Sources: 2000 Census; Nielsen Co., 2008 and 2010

- Between 2000 and 2010, the average travel time to work increased by approximately 1 minute.



## VI. Employment

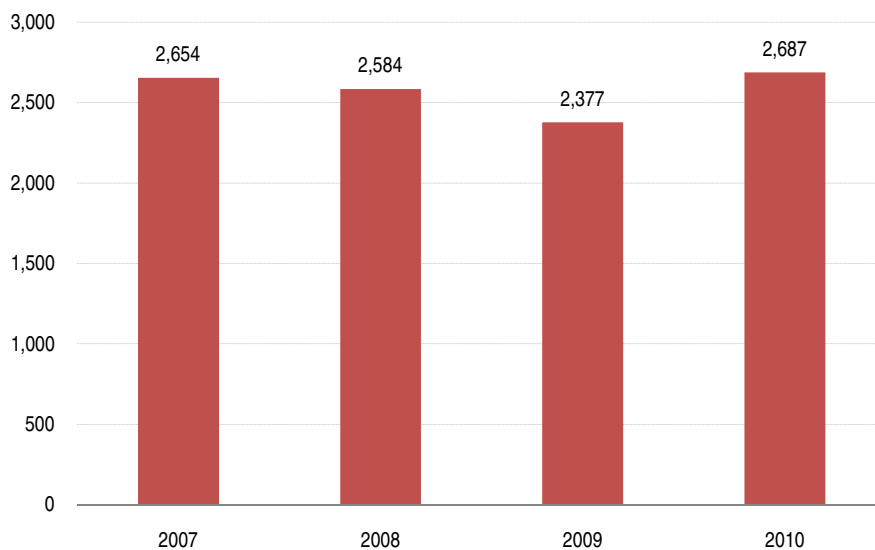
### Total Jobs: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- In 2010, total jobs in Imperial County numbered 58,687.03, a decrease of 1.2 percent from its 2007 level.
- Total jobs included wage and salary jobs and jobs held by business owners and self-employed persons. The total job count does not include unpaid volunteers or family workers, and private household workers.

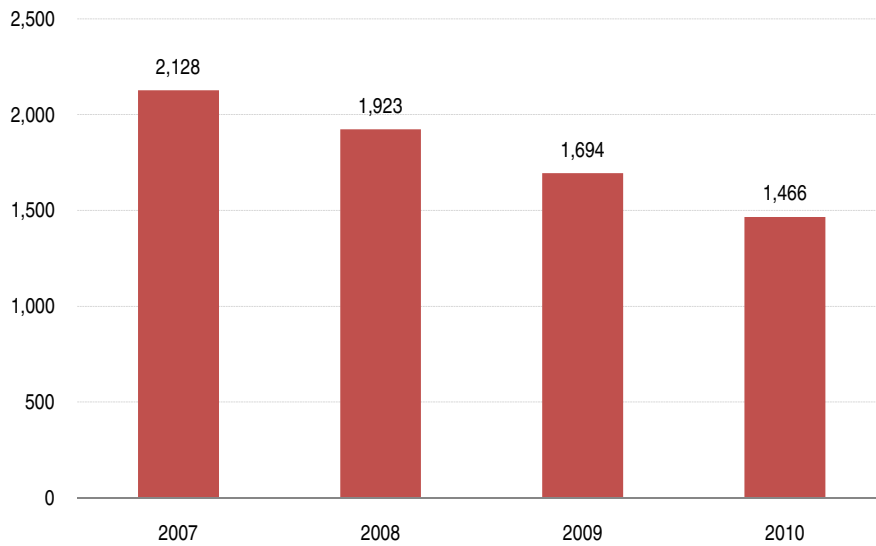
### Jobs in Manufacturing: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Manufacturing jobs include those employed in various sectors including food, apparel, metal, petroleum and coal, machinery, computer and electronic product, and transportation equipment.
- Between 2007 and 2010, the number of manufacturing jobs in the county increased by 1.3 percent.

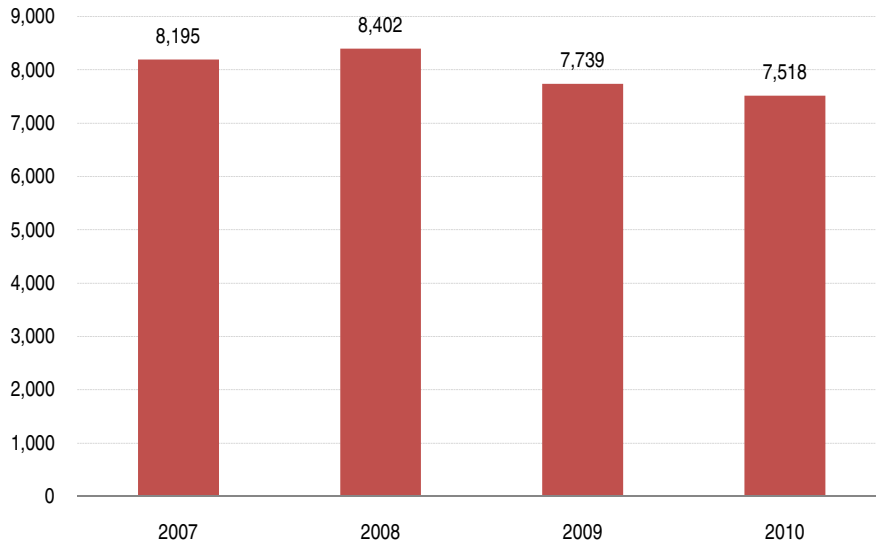
### Jobs in Construction: 2007-2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Construction jobs include those engaged in both residential and non-residential construction.
- Between 2007 and 2010, construction jobs in the county decreased by 31.1 percent.

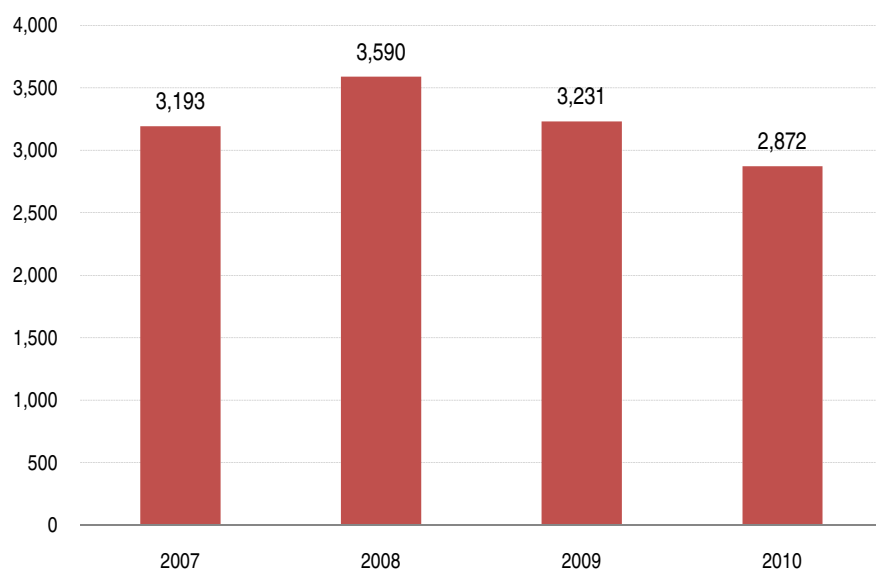
### Jobs in Retail Trade: 2007-2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Retail Trade jobs include those at various retailers including motor vehicle and parts dealers, furniture, electronics and appliance, building material, food and beverage, clothing, sporting goods, books, and office supplies.
- Between 2007 and 2010, the number of retail trade jobs in the county decreased by 8.3 percent.

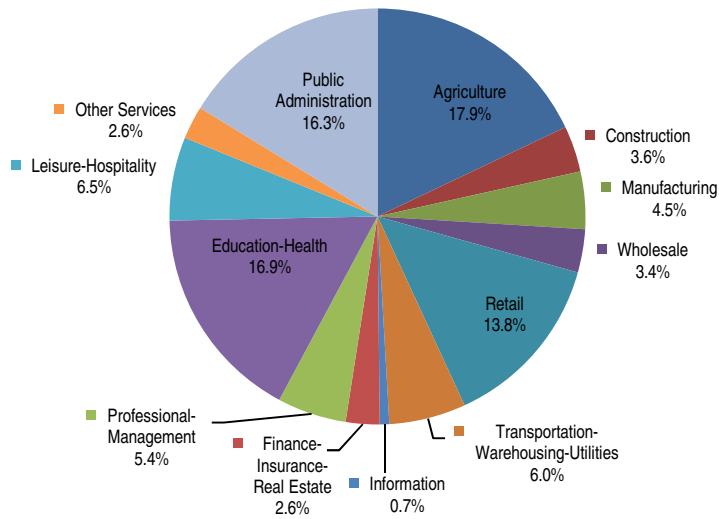
### Jobs in Professional and Management: 2007 - 2010



Sources: California Employment Development Department, 2007 to 2010; InfoUSA; and SCAG

- Jobs in the professional and management sector include those employed in professional and technical services, management of companies, and administration and support.
- Between 2007 and 2010, the number of professional and management jobs in the county decreased by 10.1 percent.

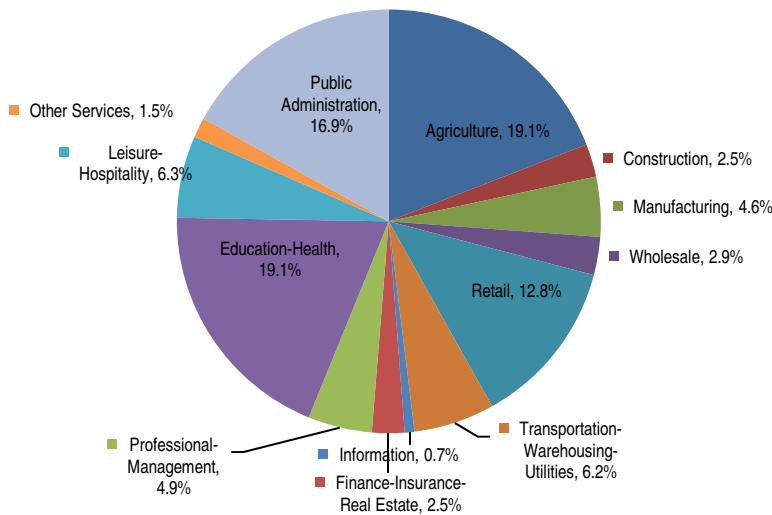
## Jobs by Sector: 2007



Sources: California Employment Development Department, 2007; InfoUSA; and SCAG

- Between 2007 and 2010, there were minor changes in the share of jobs by sector in the county.
- From 2007 to 2010, the share of Education-Health Jobs increased from 16.9 percent to 19.1 percent while the share of Construction jobs declined from 3.6 to 2.5 percent.

## Jobs by Sector: 2010

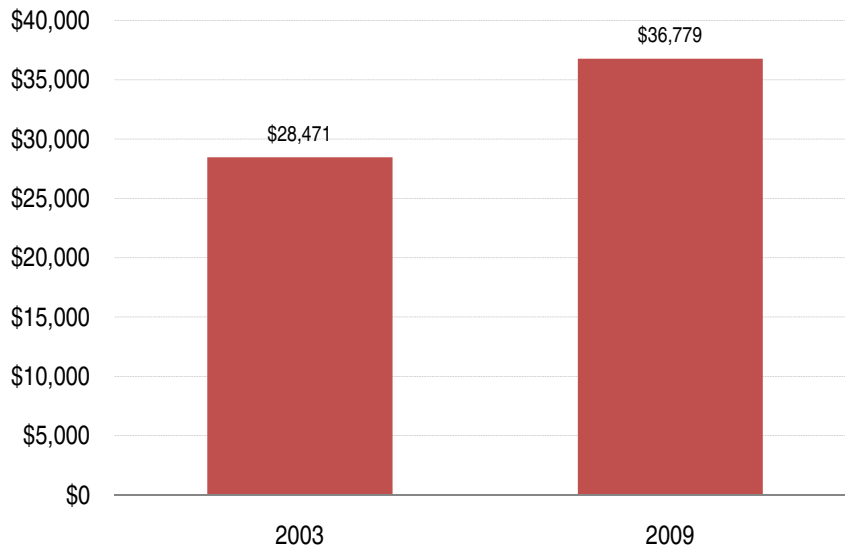


Sources: California Employment Development Department, 2010; InfoUSA; and SCAG

- In 2010, the Agriculture sector was the largest job sector, accounting for 19.1 percent of total jobs in the county.
- Other large sectors included Education-Health (19.1 percent), Public Administration (16.9 percent), and Retail (12.8 percent).

## Average Salaries

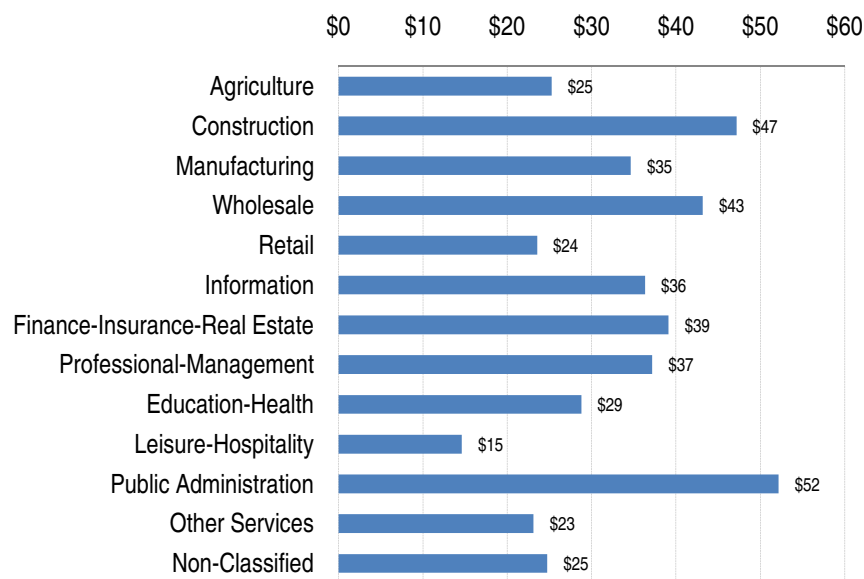
### Average Annual Salary per Job: 2003 and 2009



- Average salaries for jobs located in the county increased from \$28,471 in 2003 to \$36,779 in 2009, a 29.2 percent change.

Source: California Employment Development Department, 2003 & 2009

### Average Annual Salary by Sector: 2009 (in \$ thousands)

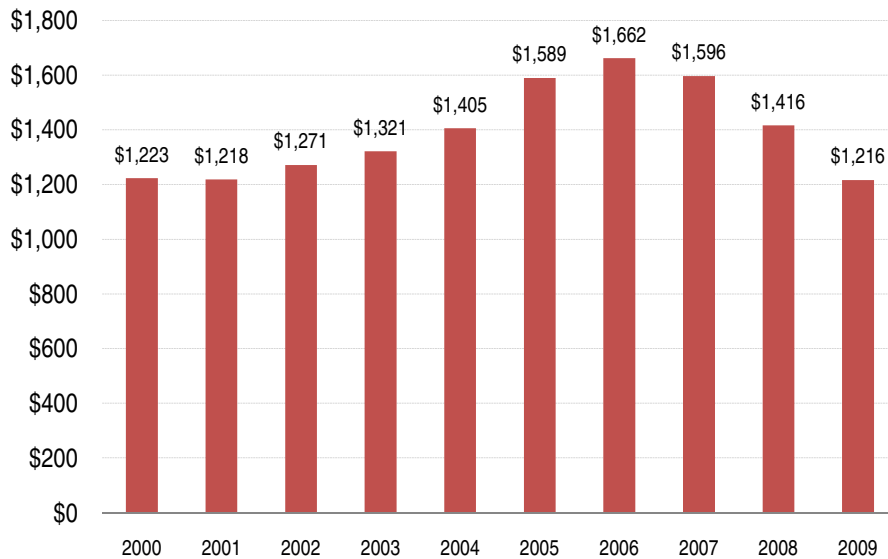


- In 2009, the sector providing the highest salary per job in the county was Public Administration (\$52,174).
- The Leisure-Hospitality sector provided the lowest annual salary per job (\$14,597).

Source: California Employment Development Department, 2009

## VII. Retail Sales

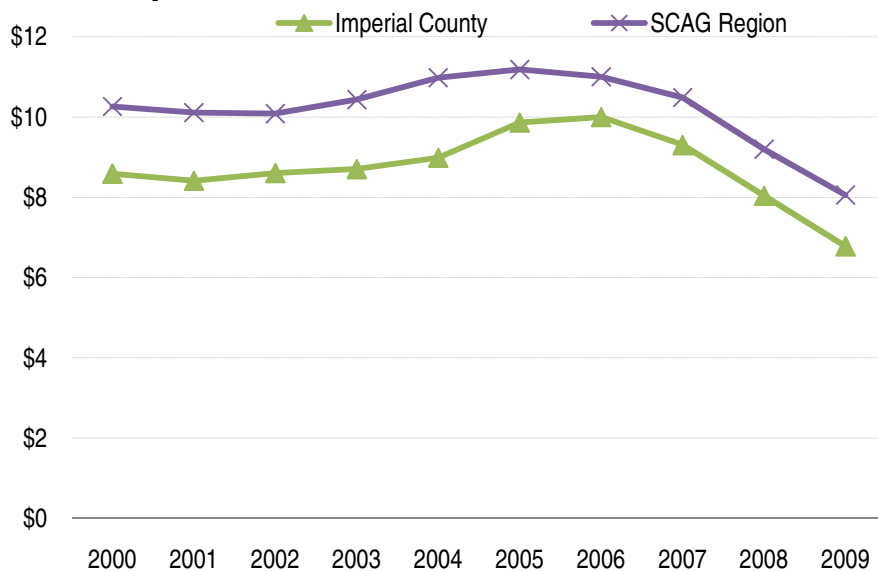
### Real Retail Sales: 2000 - 2009 (in 2009 \$ millions)



Source: California Board of Equalization, 2000-2009

- Real retail sales (inflation adjusted) in Imperial County increased by 30 percent between 2000 and 2005.
- Real retail sales decreased by 23.4 percent between 2005 and 2009.

### Real Retail Sales per Person: 2000 - 2009 (in 2009 \$ thousands)

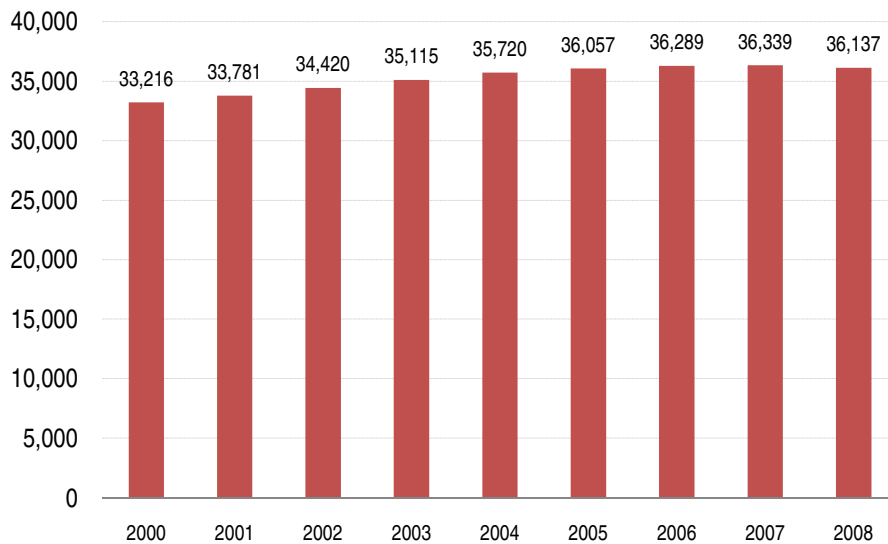


Source: California Board of Equalization, 2000-2009

- Between 2000 and 2009, real retail sales per person for the county decreased from \$8,589 to \$6,779.

## VIII. Public Education

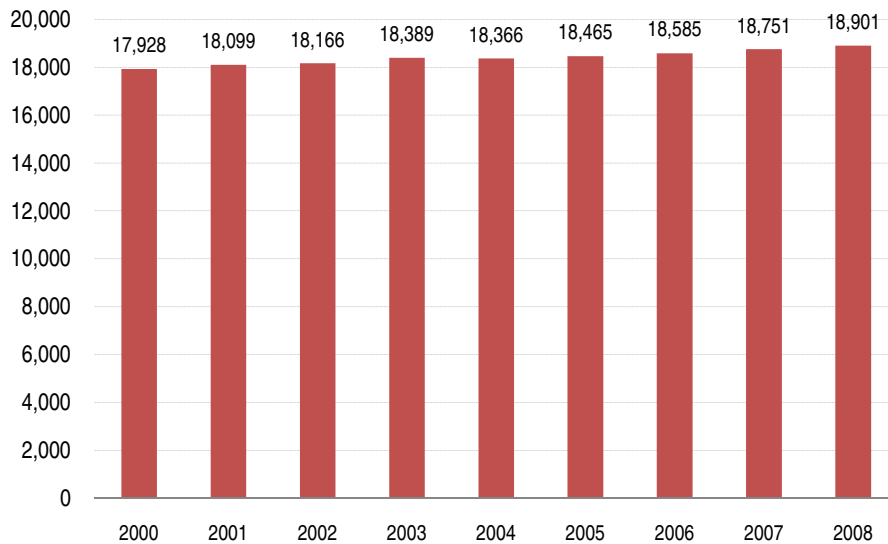
### K-12 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total K-12 public school enrollment for schools within Imperial County increased by 2,921 students, or about 8.8 percent.

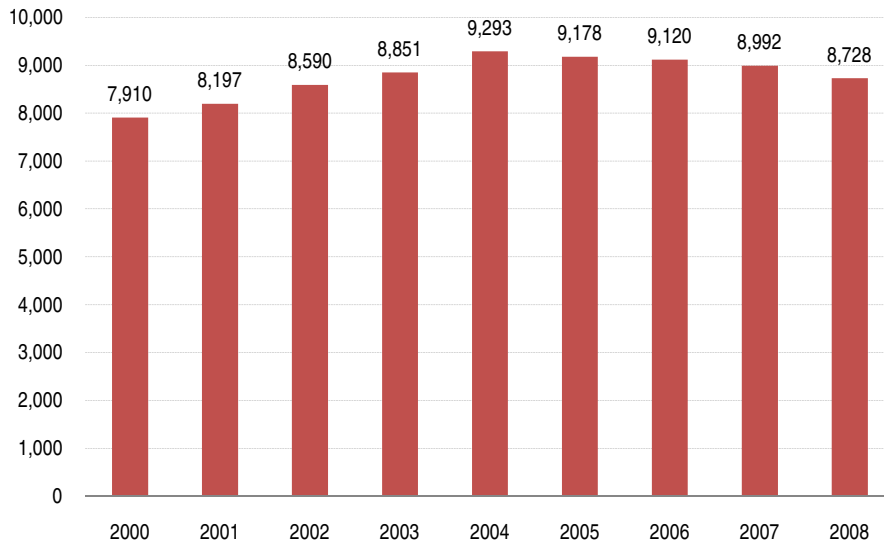
### K-6 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public elementary school enrollment increased by 973 students or 5.4 percent.

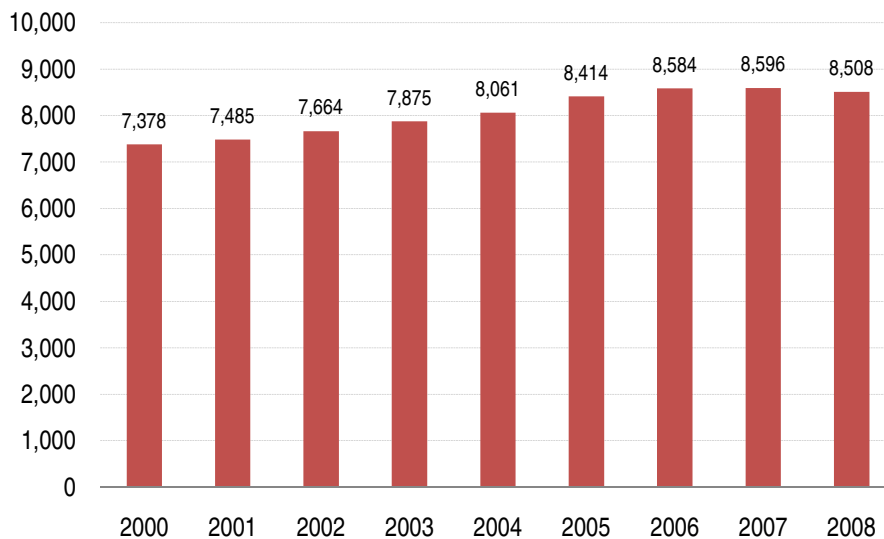
### Grades 7-9 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public school enrollment for grades 7-9 increased by 818 students or 10.3 percent.

### Grades 10-12 Public School Student Enrollment: 2000 - 2008



Source: National Center for Education Statistics, 2000-2008

- Between 2000 and 2008, total public school enrollment for grades 10-12 increased by 1,130 students, about 15.3 percent.



## IX. Border Crossing Data

### Andrade

Mode	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Trucks	1,517	1,767	2,075	2,253	2,697	2,733	1,279	478	412	284
Trains	0	0	0	0	0	0	0	0	0	0
Buses	87	81	90	55	30	14	17	0	0	0
Personal Vehicles	606,863	603,027	723,530	704,294	753,921	729,637	645,626	546,648	491,843	449,190

### Calexico

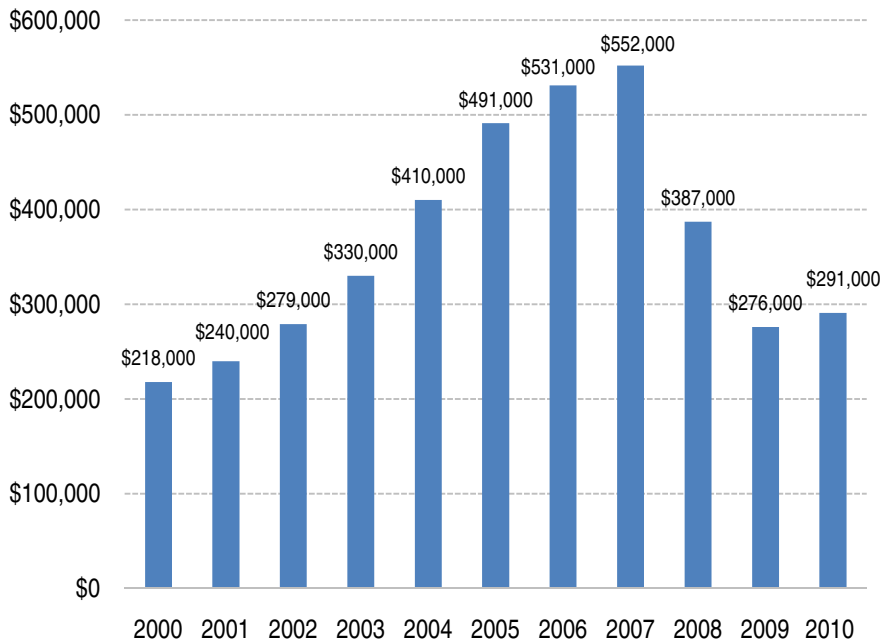
Mode	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Trucks	0	0	0	0	0	0	0	0	0	0
Trains	0	0	0	0	0	0	0	0	0	0
Buses	1,266	1,837	1,920	1,472	1,477	2,217	1,720	996	1,352	25
Personal Vehicles	6,744,970	6,374,425	5,930,632	5,261,985	5,641,994	6,234,602	6,110,214	5,747,309	4,950,509	4,839,287

### Calexico East

Mode	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Trucks	278,811	256,715	276,390	261,140	312,227	320,212	307,291	323,348	325,975	276,894
Trains	241	246	248	230	273	415	485	591	417	253
Buses	222	392	395	311	406	284	1,518	1,170	1,669	2,451
Personal Vehicles	2,550,625	3,080,540	3,504,005	3,102,398	3,159,892	3,271,961	3,784,750	3,417,977	3,549,486	2,953,733

## X. Regional Highlights (Reflecting Impacts from the Recession)

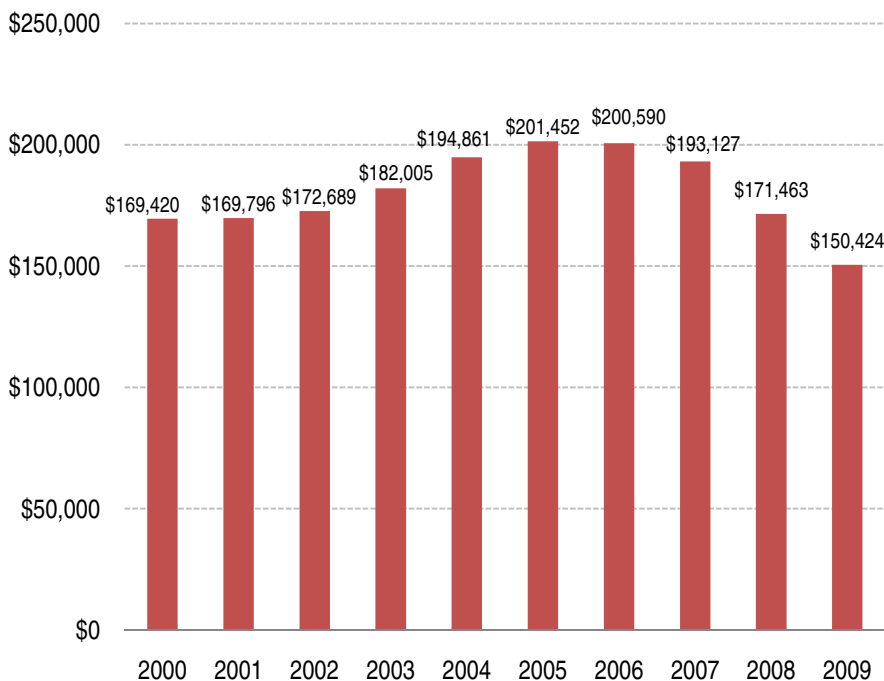
### Regional Median Home Sales Price: 2000 – 2010



Source: MDA DataQuick, 2010

- After reaching its peak in 2007, the median sales price for existing homes in the region dropped by half in 2009 from its 2007 level and rebounded slightly in 2010.
- Median home sales price was calculated based on total existing home sales in the region. In 2010, the Inland Empire, with much more affordable home prices around \$180,000, accounted for almost 40 percent of the home sales in the region.

### Regional Real Retail Sales: 2000 - 2009 (in 2009 \$ millions)



Source: California Board of Equalization, 2000-2009

- Retail sales tend to follow closely with trends in personal income, employment and consumer confidence.
- Between 2000 and 2006, real retail sales in the region increased steadily by 19 percent.
- Impacted by the recession, real retail sales dropped continuously between 2006 and 2009 for a total of \$50 billion, or 25 percent.
- In 2009, total real retail sales were still eleven percent lower than the 2000 level.

## **XI. Data Sources**

California Department of Finance, Demographic Research Unit

California Department of Transportation, District 11

California Employment Development Department, Labor Market Information Division

California State Board of Equalization

Construction Industry Research Board

InfoUSA

MDA DataQuick

National Center for Education Statistics

Nielsen Company

U.S. Census Bureau

## **XII. Methodology**

### **Statistical Summary Table**

In the Statistical Summary Table (page 2), the values in Jurisdiction Relative to County/Region are the differences between the jurisdiction's value and the county/region value, except for the following categories which represent the jurisdiction's value as a share of the county (or in the case of an entire county as a share of the region). These categories include Population, Number of Households, Number of Housing Units, Residential Units with Permits Issued, Number of Jobs, Total Jobs Change, Retail Sales, and K-12 Student Enrollment.

Median Age, Homeownership Rate, and Median Household Income are based on Nielsen Company data. Number of Housing Units is based on the 2010 Census. Data for all other categories are referenced throughout the report.

In the 2009 inaugural Local Profiles reports, the values in Jurisdiction Relative to County/Region for absolute numbers indicated the difference between the jurisdiction's value and the county/region value. For example, the Median Age of Jurisdiction A being 30 and the Median Age of County B being 35 would have shown a value of -5. For data represented as a percentage, the relative difference was based on the jurisdiction as a percentage of the county/region total.

### **Population Section**

The 2000 figure was based on U.S. Census figures for April 1, 2000 and the 2010 figure was based on U.S. Census figures for April 1, 2010. Due to discrepancies in 2010 population estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

Below are definitions for race and ethnicity, which are taken from the U.S. Census Bureau. The Hispanic or Latino origin category is:

- A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.

The race categories are:

- American Indian or Alaska Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.
- Asian – A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black or African American – A person having origins in any of the black racial groups of Africa, including those who consider themselves to be "Haitian."

- White – A person having origins in any of the original peoples of Europe, North Africa, or the Middle East.
- Some other race – This category includes Native Hawaiian or Other Pacific Islander (a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands) and all other responses not included in the "American Indian or Alaska Native," "Asian," "Black or African American," and "White" race categories described above.

Charts for population based on age were tabulated using 2000 Census data and Nielsen Company data for 2010 and 2015. Charts for race/ethnicity were tabulated using 2000 and 2010 Census data.

## **Households Section**

The 2000 figure was based on U.S. Census figures for April 1, 2000 and the 2010 figure was based on U.S. Census figures for April 1, 2010. Due to discrepancies in 2010 household estimates between the U.S. Census Bureau and the California Department of Finance (DOF), in fall 2011, DOF is scheduled to revise 2001 to 2009 estimates, in light of the 2010 Census counts. After the DOF revises its 2001 to 2009 estimates, SCAG plans to incorporate them in updated Local Profiles reports.

Households by size were calculated based on Nielsen Company data.

## **Housing Section**

The number of residential units with permits issued was obtained using Construction Industry Research Board data, which are collected by counties from self-reporting of individual cities. It represents both single family and multifamily housing units that were permitted to be built, but may not actually have been built.

The median home sales price, compiled from MDA DataQuick, was calculated based on total resales of existing homes in the jurisdiction, including single family units and condominiums. The median price does not reflect the entire universe of housing in the jurisdictions, only those that were sold within the calendar year.

## **Transportation Section**

The journey to work data for the year 2000 was obtained by using the 2000 Census Summary File 3. The 2008 and 2010 data are based on 2000 data and adjusted using more current information available from the Census Bureau including the American Community Survey.

## **Employment Section**

Data sources for estimating jurisdiction employment include 1) wage and salary employment for each county by 13 industries using data (2010 Benchmark) from California Employment Development Department (EDD), 2) self-employment rates based on 2000

PUMS (Public Use Microdata Sample), and 3) the share of jurisdiction to county employment by industry - calculated based on 2008 InfoUSA data. First, total county employment is calculated by adding self-employment to wage and salary employment. Jurisdiction employment by industry is then calculated based on constant share method – multiplying jurisdiction to county employment share in 2008 by county total employment for each industry.

### **Retail Sales Section**

Retail sales data is obtained from the California Board of Equalization, which does not publish individual point-of-sale data. All data is adjusted for inflation.

### **Public Education Section**

Student enrollment data is based on public school campuses that are located within jurisdiction boundaries. Data is obtained from the National Center for Education Statistics.

### **Border Crossing Data Section**

Annual border crossing count data have been obtained from the California Department of Transportation, District 11, and are shown for years 2000 through 2009. The data cover four modes (truck, train, bus, and personal vehicle) for the three points-of-entry in Imperial County.

### **Data Sources Section**

In choosing the data sources used for this report, the following factors were considered:

- availability for all jurisdictions in the SCAG region,
- the most recognized source on the subject,
- data sources within the public domain, and
- data available on an annual basis.

The same data sources are used for all Local Profiles (except where noted) to maintain overall reporting consistency. The jurisdictions are not constrained from using other data sources for their planning activities.

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***Notes:***